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NUMBER 1

Be

BODE'S*Geraniums*

SHIPPED WORLDWIDE

CROP OF 1961-1962



A view through our plastic houses devoted to the project of developing virus-free Geraniums. So successful have been the early trials based on a theory developed by Dr. Frank P. McWhorter, USDA Agent, Experiment Station, Oregon State College, that all varieties are now being tested simultaneously.

SOUTHERN CALIFORNIA GERANIUM GARDENS

BOX 109 — GARDENA, CALIFORNIA — PHONE: COMPTON, CALIF. — NEWMARK 1-5538



The largest planting of any one variety ever planted by the California Industry. It contains over 35,000 plants of Irene. However, it is less than one half of our 78,000 Irene.

Here in the U. S. we think Geraniums have reached a high degree of popularity. Each year we have a number of visitors from Australia. The latest, Mr. Arthur Bond of Melbourne told us that only two years ago Ivy-leaved Geranium Princess Victoria was priced at around \$5.00 for a 3-inch-pot plant. For years we have been wholesaling this variety for \$8.00 and \$9.00 per 100 rooted cuttings. Here the real interest in Geraniums is still to come.

Speaking of Australia, we imported 52 varieties from Mr. Ted Both of Adelaide. Mr. Both is one of Australia's finest hybridizers. A number of these varieties are well worth growing and will be released as soon as stock is ready.

We are now working with 22 different new Irenes, and the best of these will be released as soon as they are proved and stock is built up. There is not the slightest doubt that at least one of these will be a top leader within a few years.

The U. S. Department of Agriculture has released the figures on the geranium crop gleaned from the 1959 agriculture and horticulture census, which perhaps you remember as a big sheet of paper you filled out about that time. Also, they compare the 1949 census with the last one. In 1949 there was a total of 25,668,445 geraniums grown in the U. S. and 2,195,537 came from California as cuttings. In 1959, 72,238,988 were grown in the U. S. and 22,372,789 came from California. Available figures show that an estimated 100,000,000 were grown in the 1961 crop and it is very doubtful if the California shipments totalled as many as the 1959 census. For while the producers of better stock have increased their volume, the poorer growers are disappearing and the industry totals

17 growers as compared with 25 listed in the census of 1959, and 38 in 1949.

While most growers buying California cuttings prefer to pot the cuttings and eliminate all other operations except finishing them out, there is also a streamlining by the growers who grow stock plants to produce their own cuttings. Every year there is a greater number of growers who order carefully selected cuttings from us to plant their stock beds. Cuttings are taken until time for the final move into 4-inch pots. The stock plants are dumped and the area utilized for the cash crop of pot stock. Then we again ship fresh stock-plant cuttings for replanting. This not only gives the growers fresh plants from outdoor grown strains but also allows complete latitude in adjusting the plantings to match the usual rapid variety changes or color ratios.

We plan to supply soon (probably 1962-1963) virus-free stock which will also be 1st and 2nd generation from cuttings cultured for bacteria and fungus. This has required, as a basis to build upon, stock that is healthy. At present, most available "cultured" geranium stock is six or seven generations removed from the cultured cutting; and has been variously reported to be from grossly inferior to "about equal," depending upon the source, with our carefully selected strains. We mention this because the word "cultured" can constitute a "sales gimmick," and in 1959 many green house growers were hurt when they ordered such stock and found only 20% to 30% would root. The ability to propagate is still the important consideration.

If you have outlets for fall and winter sales, grow some scented, Lady Plymouth, Old Fashioned Rose, and Variegated Prince Rupert for window plants. They are great impulse-buying items and nice for the home.

Industry Prices Are Being Advanced —

BUT NOT FOR YOU !

On any order you book before August 15th, 1961

USE THE 1960-61 CATALOG WHICH IS STILL IN FORCE FOR THIS YEAR.

We planned to maintain the present price schedule for another full year, but sudden and radical changes have come with a considerable improvement in the California unemployment problem resulting in higher (15%) labor costs. Water rates have recently been advanced 14%. Gasoline, a considerable item for field growers, has been advanced 16% for the trucks and 25% for the tractors. Other costs are becoming comparable.

Several California growers have already advanced prices for all fall deliveries and the smaller growers who sell through jobbers, therefore most affected, will follow immediately.

Selling directly to our customers, we are not affected drastically but are getting ready to face the inevitable. Therefore, we are booking the orders for all our regular customers at the present rates and will do so for all fall and winter orders placed before August 15, 1961. In this way we are able to thank our customers for their business and give them an edge on next season's competition.

In part, we have been able to hold the prices for our regular customers by this year's investment in large, land preparation equipment which has again lowered our land development costs, as well as giving us heretofore impossible fine, land tillage and a magnificent crop.

We offer our customers the largest supply and largest selection of varieties in the industry. Years of careful records enable us to closely estimate the demand growers will place on varieties, and we grow from 100 to 78,000 stock plants of each variety with very few shortages during the last several years. Almost all varieties are planted in two or more fields which gives better safety against frost and such inconveniences as the field being irrigated at the time the order is to be cut, and other problems that harass growers with only one planting of a variety.

It has taken many years of repeat orders from many growers to build up the demand to make our acreage possible, and we do everything possible to justify this confidence.

Early booking of your order puts you under no obligation. During the rush season of fall and winter every cutting can be sold and every scheduling of shipping time can be used. If you have to cancel out or reduce your order later we are not inconvenienced. However early booking of your order insures you of scheduled shipping time and reserved stock. And, this year it will mean a saving in money.

NOTICE: Many of our customers send their checks with their order. Heretofore, we have clipped the check to the order and deposited it when the order was shipped. Some customers object to this and some banks refuse to honor a check with an old date. Therefore, all checks sent with the order will be banked immediately for credit to the customer unless we are requested to do otherwise. If you wish to send your check just before shipment we will be glad to remind you with a card.

Part of our high speed, high powered equipment. This land leveler, 36 feet long and 12 feet wide, insures perfect grading and eliminates hollow spots which can result in excessive wetting.





GRAND SLAM



GRANDMA FISCHER



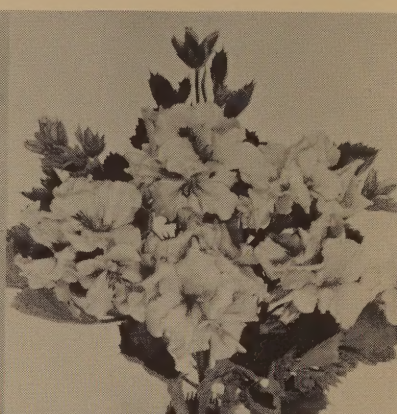
MACKENSEN



MARY BARD



CONSPICUOUS



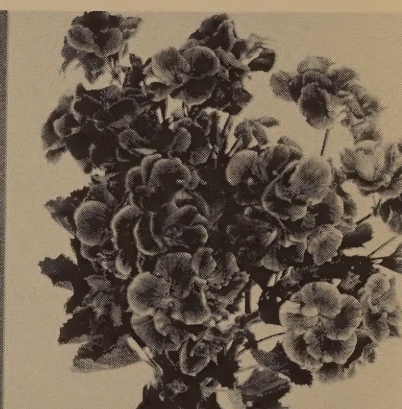
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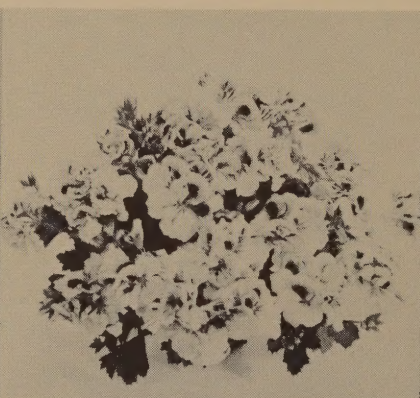
CHORUS GIRL



FIREDANCER



MME. LAYAL



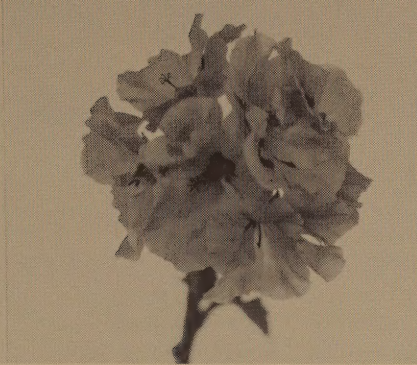
SPRINGSONG



MARIE ROBER



MOOD INDIGO



OUR FRANCES



PINK GARDENER'S JOY



LAVENDER GRAND SLAM



DUBONNET



HOLIDAY



KING MIDAS



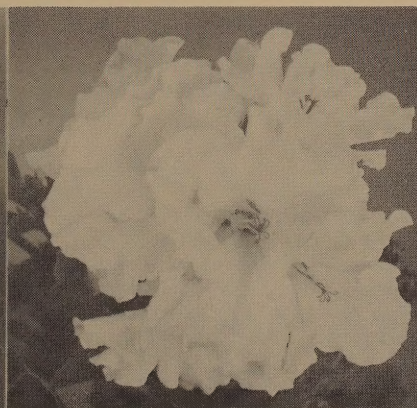
SOUTH AMERICAN BRONZE



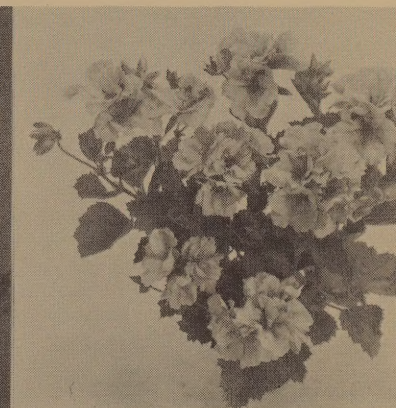
DAWN



PINK CHIFFON



APRIL



CORSAGE

Pelargoniums

Pelargoniums (Lady Washington or Regal Geraniums) are featured in this first mailing of the new season because they are in heavy demand from the earliest part of the summer that it is possible to get new-growth wood after the first blooming. By special methods we are able to force the Pelargoniums out of bloom which is a necessity with many of the new varieties.

American Pelargonium hybridizers have improved flowers, plant, and blooming quality so much that the plant is not only jumping into great popularity all over the United States but is one of the most-shipped plants to other countries. Experienced growers have no trouble blooming many varieties for Easter pot plants, and all except those marked "Late" in the catalog can be bloomed for Mothers' Day and Memorial Day. Individual growers produce up to 30,000 and more for pot and bedding plant sales. There is not a more beautiful Florists' Pot Plant than a well grown, five or six-inch pot Pelargonium. There is no plant with more buying appeal than Pelargoniums when selected from flats of assorted 3-inch-pot Pelargoniums in full bloom, or 4-inch-pot plants displayed to show their color. For growing instructions see our 1960-61 catalog.

Following are the leaders with their commercial positions for the last four years. This will show you the varieties coming up, holding their own, or being forced downward by newer competitors for the top ranks. Most of the top 24 are equally important for pot plants or garden planting. For complete lists and descriptions see our 1960-61 catalog and the new varieties listed in this pamphlet.

1960	1959	1958	1957	
1	1	1	1	Grand Slam , rose-red. The leader by over 3 to 1.
2	2	2	5	Grandma Fischer , salmon. Fine for pot or garden.
3	4	3	2	Mackensen , rose. A leader for 30 years.
4	5	13	11	Mary Bard , earliest white. The "Florists' White."
5	6	4	7	Conspicuous , dark red. Everblooming, pot or garden.
6	9	8	4	Melissa , light pink. Very early and continuous bloom.
7	7	10	6	Waltztime , orchid. About this position for 10 years.
8	14	11	25	Chorus Girl , salmon red. Positions tell the story.
9	34	32	31	Firedancer , cherry-red. Ample stock now.
10	21	7	19	Mme. Loyal , pansy. Balances demand for other pansies.
11	3	5	3	Springsong , med. pink. Gorgeous but pressed by Melissa.
12	10	14	14	Marie Rober , purple. Old steady, doomed by Deep Purple.
13	33	new		Mood Indigo , deep lavender. Replaced San Diego in 3 years.
14	12	6	15	Our Frances , light pink. Steady, early variety.
15	15	12	10	Pink Gardeners Joy , pink. Good pot with heavy competition.
16	26	31		Lavender Grand Slam . Fine bright lavender for pots.
17	18	27	33	Dubonnet , wine-red. Constant gain since new in 1957.
18	31			Holiday . Best white-with-color especially for gardens.
19	32	29		King Midas , salmon. Quickly became one of top 25.
20	29			South American Bronze . Replacing old Empress of Russia.
21	27	24	26	Dawn , one of best apricots with Happy Days, Prelude, etc.
22	new			Pink Chiffon , light pink. Something of a record.
23	28			April , one of the best garden white varieties.
24	new			Corsage , orchid. Replacing Chicago Market (now 29th).

Pelargoniums are not susceptible to bacterial stem rot and are relatively free of all other troubles. They are subject to Aphids and White-fly, but these are perhaps the two easiest pests to control and a light DDT spraying or the least expensive smoke bombs will control practically all the troubles a grower will have with the Regals. They should be grown cool, with ample light and air, and not too much feeding especially about the time the plants set bud.

The rooted cutting can be potted right into the pot it will be sold in. This creates the earliest bloom.

In spite of the simplest growing demands and the easiest geranium crop to produce, the Regals bring the best prices and usually sell wholesale for 1/3 above zonal geranium prices. There is a whopping market for bedding plant sizes, and growers who produce a good florists' pot plant cannot produce too many, as a good price for the Regal still permits it to be retailed below the other more expensive pot plants. This expands the market considerably, especially where Mums have been overdone and the public has become jaded with the low cost Mum.

1960 and 1961 PELARGONIUM INTRODUCTIONS

No other plant improves so rapidly. Growers accept the best of the new and drop the poorest of the old at a surprising rate. Ten years ago there was no Grand Slam or Dawn—five years ago no Melissa, Chorus Girl, Dubonnet, or Deep Purple. We add only a few of the finest from many possibilities. Although impossible to know the winners in the lineup of "bests," the care we use in selecting new introductions guarantees a very high percentage of real advancements. The grower who tries the newer varieties always leads the competition.

PINK CONSPICUOUS — (Bode 1961). A sport of Conspicuous, this has the same mass-flowering, constant-blooming habits. Only the color is different. Medium strawberry-pink, with blotches on upper petals which show very little due to overlapping of petals. This will be valuable either as a pot plant or in the garden.

Pink Conspicuous: Price Group III

MAY'S INTRODUCTION OF 1961

MINUETTE — Salmony rose with light edges and throat. Throat is veined and upper petals have two small blotches. The five-petaled flowers, borne five per umbel, give the appearance of being more heavily constructed due to the wavy petals. The plant is good and should be nice for pot or garden.

Minuette: Price Group III
Available after September 1st.

May Introductions of 1960

ROULETTE — Pure white with long narrow blotches similar to Gardeners Joy, but with much cleaner demarcation between the white and the blotches. A compact pot plant.

BLACK TOP — Upper petals are red-black and lower are bright dark red, making very bright flower for such dark colors. The plant is strong. Well liked by those who tried it last season.

Roulette and Black Top: Price Group III

Schmidt 1960 Introductions

DEEP PURPLE — Very large flowers are quite similar to Marie Rober (which it may replace). Clean red purple with deep blending blotches just faintly darker than the base color. The superb, compact plant is typical of Mr. Schmidt's pot plant varieties bred during the last 10 years.

DELORES — Six to eight petals of soft salmon, unmarked except for reserved veining deep in throat where background color is lighter. A good plant of all-around average characteristics.

VICTORIA REGINA — Introduced from England by Mr. Schmidt. This is similar to Gardener's Joy and Roulette. It is not as white as Roulette but is a little more wavy than either. Good compact plant.

CARISBROOKE — Introduced from England by Mr. Schmidt, Carisbrooke is considered "England's best." Ruffled flowers are medium strawberry-pink with beautiful deep crimson blotches on upper petals. Flowers are often borne 9 per umbel. The color holds well into the throat. The plant is moderately large but of good quality.

Above four: Price Group II

1960 Outwater Introductions

LUZ DEL DIA — A fine medium plant with superb large apricot-pink flowers.

SANGRE DEL SOL — Wavy, deep, salmon red with strong dark maroon veining over all of the flower. Upper petals heavily blotched maroon. An unusual flower and a good plant.

NOCHE — Maroon-red flowers of an almost solid color and light edges around all petals. This should prove to be one of the best of this color group.

STARFLIGHT — Very large, soft strawberry-orchid flowers with crimson veining and small blotches only on upper petals. Very showy.

Above four varieties: Price Group II

1961 SCHMIDT INTRODUCTIONS

BLACK MAGIC — Very compact and excellent plant with large red-black flowers. This will become a leading pot plant.

BREAK O'DAY — Large white flowers with pale blush near edges of petals. Prominent veining on upper two petals. Good in the pot or garden.

PINK GEM — Moderate-sized flowers of soft rose pink in the class of Pink Purity or Pink Shell. Undoubtedly this will prove to be another of Mr. Schmidt's real everbloomers and will be best in the garden where its open plant can be appreciated.

Above three: Price Group III
Available September 1st, 1961

New Varieties for 1961

Ivy-Leaved Geraniums

BARBARA WIRTH—(Wirth 1961). We are introducing this fine cerise-colored sport of Galilee as the best addition to the Ivy-leaved Geraniums since we introduced the very popular Barbary Coast, also a sport of Galilee. We are making the national introduction of this variety for Wirth Greenhouses, Sayville, L. I., N. Y.

Barbara Wirth: Price Group III

FIREDRAGON—(Bode 1961). One of our own hybrids. Firedragon is a vivid dark vermillion with double flowers. The plant is a medium trailer and strong growing. It is more mite-resistant and faster than Victorville and shorter jointed than Intensity, its two parents. Much like Katinka but a far better bloomer and plant.

Firedragon: Price Group II

Species Hybrids

Hybridizer Frances Hartsook has been successful in breeding a new class of cultivars by crossing Old Scarlet Unique with various Pelargonium domesticums. The results are plants with the constant bloom of Old Scarlet Unique and flowers of a size and type similar to the smaller-flowered Pelargoniums (1½-inches across). Plants grow to about two feet the first season with a constant shower of bloom from planting to hard frost. The two varieties we offer have the soft, slightly grey foliage of Old Scarlet Unique. They are admirably suited for bedding background, and foundation planting.

CAREFREE—(Hartsook 1961). Bright crimson-red flowers with light throat.

HULA — (Hartsook 1961). Very pleasing bright salmon flowers.

Carefree and Hula: Price Group III

Available after September 1st, 1961

Zonal Geraniums

In the following list are one new hybrid and some varieties worth offering but which have been in the trade for some time.

SHOCKING—(Hartsook 1961). A compact plant with a very double flower of "Shocking Pink" or light reddish rose. Almost identical with Henrietta but it blooms so much more that there is no comparison. Originally sent out on trial as Frances Hartsook Seedling.

Shocking: Price Group II

LORELEI—A pleasing, light shrimp pink in the class of Mrs. Lawrence and Teddy Roosevelt but with much hardier growth and heavier wood. Stock of this variety has been offered by G. W. Neff of Three Rivers, Michigan, for some years.

Lorelei: Price Group I

PINK RADIANCE—An Olympic Red sport almost identical with Olympic Maid which we introduced several years ago.

Pink Radiance: Price Group I

RED PERFECTION — A clear red sport of Olympic Red. Many clear red Olympics have been introduced but most have been highly susceptible to stem-rot. This variety produced from stock grown by Adams Greenhouse, Chesaning, Mich., has proved to be very healthy and we are offering this clear red Olympic for the first time.

Red Perfection: Price Group I

ROSE IRENE—(Bode 1960). This introduction of last year is bright rose instead of the rose-pink of Genie. It proved to be very popular and even better liked than Genie. Notice that it is now off of the premium list.

Rose Irene: Price Group I

LA JOLLA—(Bode 1959). A soft crimson-red Irene with very large flowers on a strong plant. This moved into the volume varieties while still at a premium.

La Jolla: Price Group I

HULA

STARFLIGHT

FIREDRAGON

GIBSON GIRL

